

**Kansas Board of Regents
Position Description for
Communications Specialist**

Date: July 2024
Name: Vacant
Position No.: K0246012
Supervisor: Director of Communications

Brief Description of Position:

The Communications Specialist reports to the Director of Communications and works closely with the Director of Literacy to assist in the development, coordination, and implementation of communication strategies to advance the goals and strategies of the Kansas Blueprint for Literacy.

Position Duties:

- Assist the Director of Communications in developing and implementing communications strategies to advance Blueprint for Literacy.
- Coordinate and develop materials and activities that support the Blueprint's visibility and priorities; produce supporting materials such as reports, memos, briefing papers, presentations, and remarks.
- Coordinate communications activities between the Blueprint Office and the state's public higher education institutions and all stakeholder groups.
- Assist the Director of Communications to deploy a multi-platform social media communication strategy.
- Frequently coordinate projects and strategies with the Director of Literacy.
- Perform other duties as assigned.

Supervisory Duties: None.

Required Qualifications:

- Bachelor's degree from an accredited college or university in communications, public relations, journalism, or related field.
- Strong interpersonal, verbal, and written communications skills.
- Strong time management and project management skills.
- Demonstrated computer experience and software skills with Microsoft Word, Excel, PowerPoint, and Adobe Acrobat.

Preferred Qualifications:

- Advanced degree from an accredited college or university in communications, public relations, journalism, or related field.
- Demonstrated capacity to develop and coordinate a significant marketing or public communications initiative.
- Minimum three years of experience in at least one of the following areas: public relations, professional communications, media relations, governmental relations, marketing communications, or special events.
- Minimum three years of professional writing experience, producing press releases, news or feature stories for newsletters or media outlets, publicity materials, remarks, speeches, talking points, proposals, reports and/or briefing papers.
- Demonstrated ability to manage social media campaigns and develop and post content across social platforms.
- Experience using layout and design software such as Adobe Creative Suite or Canva, video editing software, and website content management systems.